

Rose Bay Shops (North) Streetscape Upgrade Community Consultation



Consultation Report 2025



WAVERLEY
COUNCIL

Waverley Council acknowledges the Bidjigal, Birrabirragal and Gadigal people, who traditionally occupied the Sydney Coast, and we pay respect to all Aboriginal and Torres Strait Islander Elders both past and present.

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Executive Summary

In February 2025 Council resolved that Council officers develop concept options for streetscape upgrades that improve pedestrian amenity with a high-quality finish with consideration for undergrounding overhead utilities along a section of Old South Head Rd (between Oceanview Avenue and Dudley Road). This will revitalise the local village centre with an enhanced streetscape aesthetic and improve existing parking and traffic flow arrangements.

Following initial planning, preliminary traffic investigations, further technical work, and workshops with Council staff to explore possible solutions, two options were developed for community consultation. These options were exhibited publicly for feedback from 21 August to 17 September 2025

During the exhibition period, residents and businesses near Old South Head Rd, Oceanview Ave and surrounds were invited to comment on a proposed design for streetscape upgrades including continuous footpath treatments and multi-function lighting. 52 submissions in total: 49 via the Have Your Say survey and 3 via email were received.

The communication and engagement approach to gather feedback included resident notification (flyer), a Have Your Say (HYS) online survey and emails to HYS subscribers, councillors, relevant precinct representatives and key staff. Businesses along Old South Head Road were visited door-to-door and posters installed along the street. Communications to promote awareness focused on social media, electronic newsletters and paid advertising campaign.

At the close of consultation, 72% of respondents supported the upgrade designs (either with or without changes), while 28% did not support the exhibited designs. Many respondents from both groups included suggestions for major or minor changes to the exhibited options, which are detailed throughout this report.

Support levels were similar for both Option 1 and Option 2, with and without proposed changes. This reflects a strong overall desire for upgraded streetscape amenity without a clear preference for either option.

It is recommended that the project proceed to detailed design phase, incorporating community feedback and suggestions received during consultation. Both options demonstrate community support for streetscape improvements. Further collaboration with transport for NSW will be required to determine which option best meets traffic modelling requirements and receives agency support during the design phase.

Project Background

We want our local streets and pedestrian access to be safe and fit for purpose. The local streetscape around Rose Bay Shops (North) needs to meet the needs of residents, businesses and other users - whether you are a pedestrian, bike rider, public transport user, or personal vehicle driver.

To help us achieve this goal for the shopping village centre, Council developed designs of potential options and a multi-functional lighting package following a Waverley Council resolution on 1 July 2025. The designs are developed in conjunction with Transport for NSW to ensure road network management is considered appropriately along with required approvals and any restrictions.

Some initial planning and preliminary investigations were completed. Then in August and September 2025, to address traffic and village centre functionality concerns, a community consultation was conducted via a survey on the project Have Your Say page.

Residents were asked for feedback on road safety, pedestrian movements, footpaths, street parking, outdoor dining, proposed lighting, and general usage of the immediate local area. Two options were proposed, with both providing:

- Footpath upgrades along Old South Head Rd
- Raised threshold, continuous footpath treatment at Oceanview Ave
- Conversion of parking spaces on Oceanview Ave to perpendicular parking
- Around 4 new parking spaces
- Tree planting, landscaping and line marking
- LED multi-functional light poles

In addition, Option 1 design provides widened footpaths for outdoor dining, raised threshold at Oceanview Ave and kerb extensions. Option 2 design provides narrower crossing at Oceanview Ave compared to Option 1 and design has no changes to parking and traffic lanes on Old South Head Rd.

The proposed design options are developed in line with the *People, Movement and Places Strategy 2017* and *Community Strategic Plan 2025-2035*, amongst other key strategies.

52 responses were submitted to Council during the consultation period in late 2025. This valuable feedback will help form part of a subsequent study and treatment report by Council's consultants.

Community Engagement and Communications

In accordance with Waverley Council's adapted IAP2 model of engagement, three methods were employed to gather community feedback: Inform, Consult, Involve.

1. Online survey on the *Have Your Say* (HYS) platform
2. Emails to majorprojects@waverley.nsw.gov.au
3. Flyers delivered to residents and local businesses

A multi-communication channel approach was used to reach and encourage residents to participate.

ENGAGEMENT	AUDIENCE	OVERVIEW
Have Your Say Online Survey	1,125 page views	The engagement method was primarily aimed at directing people to the survey on the Have You Say platform to complete the specific survey questions. There were 49 online completed surveys and 846 unique visitors to the HYS page.
Emails From Community	3	3 emails were received at majorprojects@waverley.nsw.gov.au during the exhibition period.
COMMUNICATIONS	AUDIENCE	OVERVIEW
Resident Flyers	500	500 non-addressed informative flyers were distributed via APA (Advertising Printing Australia) and GPS tracking was provided. The letters contained a QR code for the <i>Have Your Say</i> project landing page, with 88 scans in total during the consultation period across August-September 2025.
Have Your Say Email	1,466 recipients	Email sent from the HYS platform was opened by 445 people, giving an 'open rate' of 35%. This was sent to followers of the project location and relevant topics.

Businesses Door Knock	Approx. 40	Around 40 businesses along Old South Head Road were door knocked on 10 September and flyers either dropped to them directly or confirmed that they had received during the main delivery.
Posters	Residents and businesses along Old South Head Rd	6 posters were installed on street poles at 3 locations along Old South Head Road and Oceanview Avenue. Posters promoted the opportunity to Have Your Say to local residents, businesses and those utilising the area.
Social Media	Total views 50,764	A communications campaign was conducted and drew: Facebook Post – Impressions: 12,888; Engagements: 62; Links clicked: 59. Instagram Story – Impressions: 613; Engagements: 9; and Links clicked: 8. Paid Social Post featured in website carousel 1-17 Sept – Impressions: 37,263; Engagements: N/A; and links clicked: N/A
Waverley Weekly	31,529	An article was included in the 9/9/25 digital edition. Newsletter opens: 14,280; Link clicks: 70
Digital Comms	N/A	Featured in ‘What’s On’ section of digital comms in Have Your Say section. Engagements: 171; Page views: 435; Page clicks: 144

Engagement – Have Your Say (HYS) Survey Questions

Which of the following describes you? Required

- ☐ I live nearby
- ☐ I work here
- ☐ I travel by foot through this area
- ☐ I travel by car through this area
- ☐ I cycle through this area
- ☐ I catch public transport to or from here
- ☐ None of the above

Where do you live? Required

- Rose Bay
- Vaucluse
- Dover Heights
- In the Waverley LGA
- None of the above

Do you live in the Woollahra LGA? Required

- Yes
- No

How do you use this local precinct? Required

- ☐ For shopping
- ☐ For dining and take away options
- ☐ For street parking
- ☐ I work nearby
- ☐ I travel through this area for work
- ☐ I visit family or friends nearby
- ☐ I walk or cycle around this area
- ☐ I take children to or from school via Old South Head Road

What distance do you live from Rose Bay Shops? Required

- In the immediate area
- Up to 500m away
- Up to 1km away
- Further than 1km away
- None of the above

Do you support the implementation of Continuous Footpath Treatments (CFTs)? Required

Continuous Footpath Treatment (CFT) is a consistent surface that prioritises pedestrian crossing of side streets and vehicles are expected to give way instead of imposing traffic calming devices

Please explain why you are supportive or not supportive of CFTs

What do you value most about the immediate area? Required

- ☐ Accessibility for pedestrians
- ☐ Accessibility for vehicles
- ☐ Visual amenity
- ☐ Available parking options
- ☐ Connectivity to the shops

How often do you visit restaurants or food retailers here? Required

- ☐ Very often
- ☐ Sometimes
- ☐ Not very often
- ☐ Never

How likely are you to use available outdoor dining? Required

The widened footpaths will activate outdoor dining spaces outside food retailers and restaurants

- Very likely
- Likely

- Not very likely
- Never

Do you think there is adequate on-street parking on Old South Head Road and Oceanview Avenue? Required

- Yes
- No
- Other (please specify)

Do you support the installation of multi-function lighting and replacement of existing light poles? Required

- Yes
- No

Please leave feedback on why/why not

What is your level of support for the proposed options? Required

- ☐ I support Option 1, without changes
- ☐ I support Option 1, with changes
- ☐ I support Option 2, without changes
- ☐ I support Option 2, with changes
- ☐ I support both options
- ☐ I support both options, with changes
- ☐ I support neither option

Engagement – Have Your Say (HYS) Survey Results

92% of respondents live nearby the scope of the project, with 90% of them residing in either Rose Bay, Vaucluse or Dover Heights. 70% of survey takers live within 500m of the scope area, with only 10% of people residing further than 1km away.

Only 4% of respondents do not live within the Waverley LGA, and 34% of respondents live in the Woollahra LGA.

Regarding usage of the area, the top 3 results for how people use the local precinct are:

- Shopping – 92%
- Dining and takeaway options – 70%
- Street parking – 52%

People were asked what they value most about the immediate area, with the top 3 results being:

- Connectivity to the shops – 36%
- Pedestrian accessibility – 26%

- Visual amenity – 14%

The vast majority of survey takers visit restaurants and food retailers at Rose Bay “very often” (82%), with only 2% of people “never” utilising these services.

Respondents were asked how likely they are to use available outdoor dining:

- ‘Very likely’ or ‘likely’ – 50%
- ‘Not very likely’ or ‘unlikely’ – 50%

Respondents were asked if they think there is adequate on-street parking on Old South Head Rd and Oceanview Ave:

- Majority (62%) think existing parking is inadequate

Respondents were asked if they support the implementation of Continuous Footpath Treatments (CFTs):

- 72% support CFTs

Most popular responses for reasoning of why community is supportive of CFTs: improves pedestrian safety; desire to slow vehicle movements on Old South Head Rd; improve sightlines; encouraging walking; and how CFTs are helpful for prams and those with mobility needs.

Most popular responses for reasoning of why community does not support CFTs: will create additional vehicle congestion; no existing issues with pedestrian spaces; waiting times for vehicles will increase and vehicles giving way to more pedestrians will disrupt traffic flow; narrowing of roadway not desirable.

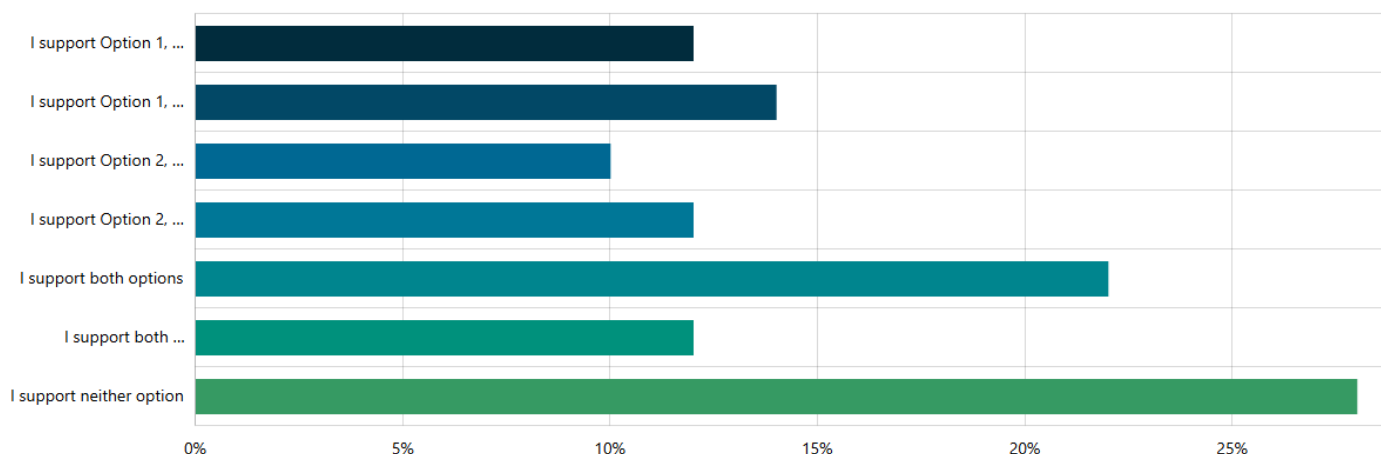
Respondents were asked if they support the installation of multi-function lighting and replacement of existing light poles:

- 88% support this design feature

Most popular responses for reasoning of why community is supportive of multi-function lighting package and light pole replacement: adding space on footpath areas is useful and will make it visually appealing; existing poles are a nuisance; better lighting encourages more customers at night time; current lighting not adequate for the immediate area’s uses at night time; more room for trees; better vehicle & pedestrian visibility.

Most popular responses for reasoning of why community does not support multi-function lighting package and light pole replacement: funds could be used on other projects and improvements in the LGA; current lighting levels are adequate.

Breakdown of level of support for proposed Option 1 and Option 2:



- 22% support either Option 1 (12%) or Option 2 (10%), without changes to design
- 26% support either Option 1 (14%) or Option 2 (12%), with changes to design
- 22% support both options, without changes to design

- 12% support both options, with change to design
- 28% do not support either option

Overall, 72% of respondents support either option or both options, both with or without changes to design.

Summary of support for Option 1: better design than alternative option; support for a wider footpath design.

Individual feedback:

"I like the wider footpath and vegetation."

"Better design in my opinion."

"I suggest we extend the development to the opposite side also, in front of all shops (extending footpath, adding trees, upgrading footpath). Providing adequate parking on towns road."

"Need to continue works - footpath and lighting proposal, down to the corner of Old South Head Rd and Kobada Rd, not just stop at the shops."

**** Transcript of all comments is available in the Excel spreadsheet.**

Summary of support for Option 2: seating near busy road is not needed; limited narrowing of the roadway; minimal footpath extensions along Old South Head Rd; better for Oceanview Ave traffic movements than Option 1; less impacts to Old South Head Rd traffic flow than Option 1.

Individual feedback:

"Make area more visually attractive with more well maintained planter boxes. New appealing footpath pavers and an even well maintained walking surface."

"Only do perpendicular parking if it doesn't narrow the usable road!"

"Need to help maintain travel for vehicles along new south head road."

"Would like to see council create more off street parking to help reduce traffic congestion and increase pedestrian safety along with helping vehicle travel."

"Blistered footpath will make left turn out of oceanview onto OSH rd more difficult"

**** Transcript of all comments is available in the Excel spreadsheet.**

Summary of feedback in support of both options: better pedestrian access; makes corner of Oceanview Ave safer; area more visually attractive; more parking desired; current accessibility for limited mobility/prams is not sufficient; want for more cafes and eateries in the area; promotes pedestrians over vehicles; more greenery.

Individual feedback:

"I think we should be doing a similar CFT on Old South Head Road by Coles. It is also a dangerous and high traffic area - I have multiple near misses there."

"Better pedestrian access. Safer corner. Extra parking on Oceanview Ave. Greener space. Better connectivity between the shops."

"Any enhancement for pedestrians and not vehicles is welcome. Walking in this area going across both Old and New South Head is awful, the traffic is horrendous; so much so my dog even refuses to go there as it's so loud! Bring on any changes to make Rose Bay more appealing to pedestrians!"

“I support either. More greenery would be better though!”

“Any and all improvements are welcomed.”

**** Transcript of all comments is available in the Excel spreadsheet.**

Suggested changes to proposed design options: 90-degree parking not well-supported – will cause issues with traffic flow between Oceanview Ave-Old South Head Rd; reduction of planting around Oceanview Ave to retain vehicle sightlines; extend design to over the other side of the road; more parking needed; limited timing for new and existing parking.

Summary of feedback not in support of either option:

- Dislike of proposed new parking configuration
- Cost to taxpayer
- Vehicle bottleneck at entry/exit point of Oceanview Ave
- Limited visibility at Oceanview Ave due to new plantings
- Current traffic flow is adequate for vehicles and public transport
- New development at OSH Road will create additional traffic issues

Individual feedback:

“I think reducing the access into Oceanview Ave is going to create car chaos for people wanting to those who arrive at the same time ie cars wishing to turn left into Oceanview at the same time a car wishes to turn right into Old South Head Road.”

“Oceanview Ave is a busy intersection that works well now and is easy to see traffic both motor and foot. Vehicles turning into and out of Oceanview Ave have little trouble making the turns. The changes will increase traffic congestion which will create other issues at the intersections with Towns Rd, Dudley Rd, and OSHR. The changes will narrow the exit and entry to Oceanview Ave and the changes will make it more difficult to see pedestrians crossing the road because of the plantings, outdoor eating option, and the driver of vehicles having to concentrate more on the narrowed road and raised road.”

“It will make traveling by cars and public transport that much harder. Please leave it as it is.”

“Shortening the crossing at ocean avenue will create worse vehicle congestion, the current width of the street is just right for pedestrians and vehicles and parking. Planting trees will make it harder for drivers to be able to see clearly for oncoming vehicles, foreseeable traffic accidents will occur more frequently indubitably.”

**** Transcript of all comments is available in the Excel spreadsheet.**

Emails

A total of three emails were received by the Major Projects inbox during the consultation period. They are generally in support of the options provided for feedback, with suggested changes (detailed below).

It is recommended that these be considered along with the quantitative data submitted via the Have Your Say survey.

- 1 submission from a community member in support of both options.
Key considerations: locating pedestrian crossings near the synagogue for synagogue attendees to easily navigate the area on sabbath days; feedback that existing traffic speeds mean outdoor dining is undesirable.

- 1 submission from a local resident in support of Option 2, with changes.
Key considerations:
 - * Removal of parking on Oceanview Ave (westbound) to allow sufficient vehicle turning space
 - * Extend timed parking into Norton Ave, implementing 40km/hr zone, and introduce a Resident Parking Scheme
 - * Kerb build out at Oceanview Ave/Norton Ave to remove illegal parking at the corner and improve sightlines
 - * Extend power undergrounding to Norton Ave and Oceanview Ave to improve lighting further
 - * Designated loading zone and minimum of one accessible parking space at Oceanview Ave
 - * Outdoor dining to be wide enough to accommodate pedestrians travelling through
 - * Glare control for multi-functional lighting package
 - * Extended tree coverage
 - * Providing a slip lane for southbound vehicles turning into Dudley Rd
 - * Continuous awnings and consideration of future awning install at Oceanview Ave corner
- 1 submission from a local resident in support of Option 2, with changes (to remove the CFT component).
Key considerations: CFT is unnecessary as it would be underutilised in the areas proposed; outdoor dining at Oceanview Ave is redundant given the DA approval for 1 Oceanview Ave; proximity to passing traffic means outdoor dining is undesirable; more parking needed along Oceanview Ave up to Military Rd; allocated parking is not sufficient for new DA-approved building at Oceanview Ave.

Have Your Say – Key themes

Of the surveys completed and emails received, the below is a breakdown of most popular themes and issues reflected in community feedback.

The comments fall within the following themes:

- **Traffic flow on Old South Head Rd roadway**
The vast majority of free form feedback on the design options made mention of the existing traffic congestion issues that locals experience when travelling along Old South Head Rd. The most popular aspects mentioned are the traffic flow issues created when southbound vehicles are turning left or right into Towns Rd and Oceanview Ave, and the current volume of traffic that would be impacted by reducing lane widths due to kerb and footpath build outs. The benefits of streetscape improvements are seen as not being valuable enough to impact on traffic flow along Old South Head Rd and connecting side streets. The current level of traffic is seen as being detrimental to the proposed utilisation of outdoor dining, with respondents questioning the desirability of more dining options so close to fast-moving vehicles in close proximity.
- **Pedestrian movements**
Safety of pedestrians travelling through the area is a key concern of the community, in particular those with prams or who have limited mobility. The pedestrian crossing has a good level of support – as long as it's install does not hinder traffic flow along Old South Head Rd and when entering/exiting Oceanview Ave. Landscaping, outdoor dining and footpath extension are all seen as design features that would restrict pedestrian and driver views around Oceanview Ave.
- **Parking**
General sentiment is that there is not sufficient parking along Old South Head Rd and at western end of Oceanview Ave. Some respondents commented that they dislike the proposed 90 degree perpendicular parking configuration as the necessary vehicle movements for this type of parking would disrupt those entering and exiting Oceanview Ave. Some comments expressing dislike of the 90 degree parking noted the Development Application at 1 Oceanview Ave that will bring additional parking needs to the immediate area which can't be accommodated under the concept design options. Some mention of more timed parking being desirable and that existing illegal parking around Oceanview Ave is an ongoing issue that would need consideration on how the design options would be in operational mode.

- **Tree planting**

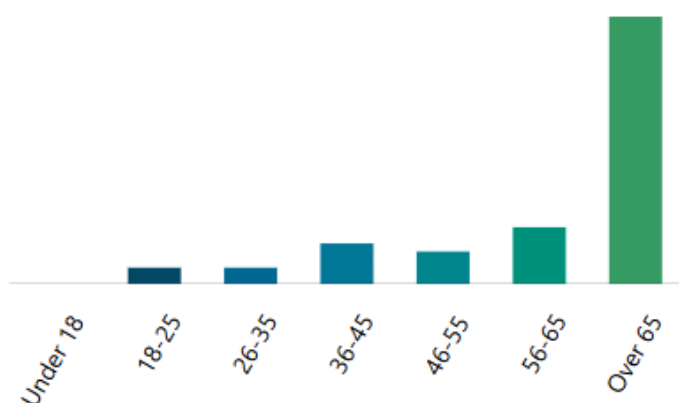
Many people believe that planting of street trees is a nice landscaping feature however it would further decrease visibility for pedestrians and vehicles – in particular at the Oceanview Ave-Old South Head Rd intersection. People are not supportive of tree planting that would negatively impact vehicle and pedestrian sightlines. Majority of people’s comments on trees is that they would beautify the area and bring much-needed shade to the streetscape.

- **Cost**

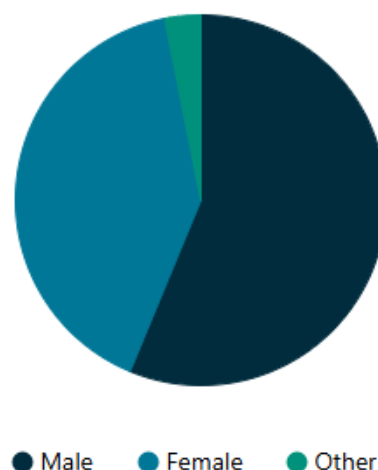
Numerous survey-takers make brief mention that they believe there are other areas and features of the LGA that they believe the streetscape funds should be allocated to, with the perceived negative impacts to traffic flow created by both options being a deterrent for them to support either option. Some see the lack of any improvements to vehicle accessibility being the core reason they do not support funds being put towards option development and delivery.

Respondents and referrers

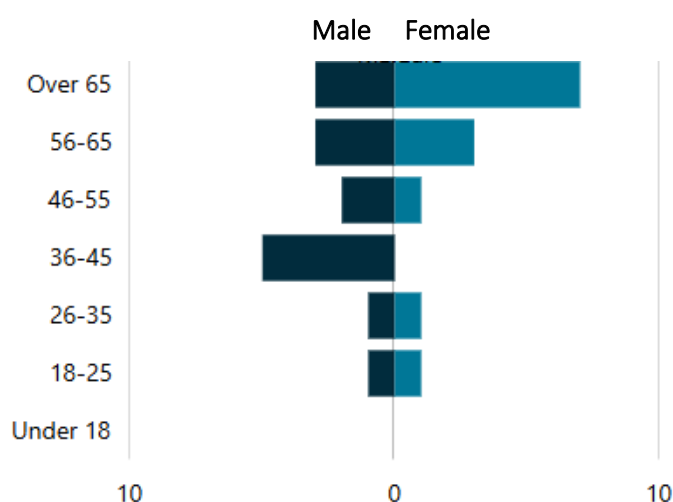
Age groups



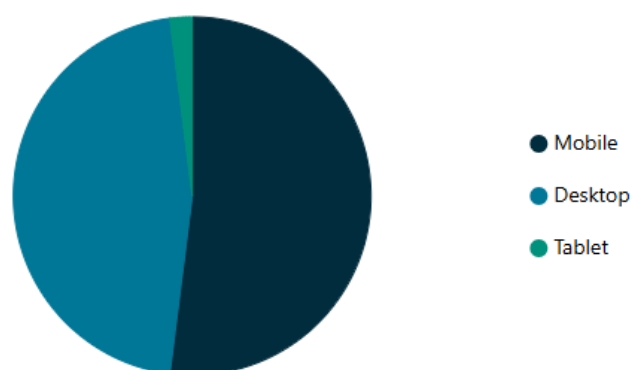
Gender



Member gender by age



Referrers



The data on this page is helpful to know the gender and age breakdowns of respondents. It can also help to inform project discussions and considerations relating to the main users of the area and the demographic of those who travel through the area, whether it's on foot, by vehicle, or public transport.

Referrer types show what was used to complete the survey directly.

These results can also help to inform the design of future project pages to cater for different ages of respondents and platforms of use.

Social Media

Social media activity reached audiences through both organic and paid channels. Organic posts on Facebook and Instagram generated 71 engagements, which is typical for posts of this nature, as community members often share a mix of positive and critical feedback on the project. Regardless, higher engagement helps content reach a wider audience, increasing overall visibility.

The consultation was also featured in the Comms paid carousel from 1-17 September, further boosting exposure and giving more of the public an opportunity to provide feedback. The overall carousel, which included two other Council-led initiatives/events, achieved over 400 unique views at a cost per result of \$0.41 - a strong outcome that demonstrates the paid budget had a broad reach and impact among Waverley LGA residents.

The sentiment of comments on the Facebook post was neutral, generating minimal feedback directly to posts and features across comms and digital channels.

The Comms and Engagement Teams will proactively monitor comments, encouraging residents to use HYS to share feedback and pass on queries and comments to the project team as they come up.

Conclusions and Recommendations

Community feedback indicates that most respondents (72%) either or both the proposed design options for Rose Bay shopping village streetscape (including 'with changes' suggestions), with only (28%) not in favour. The vast majority of respondents either live or work in the nearby area which validates their commentary on what the options provide due to their high level of usage of the immediate area and its connectivity.

Furthermore, 90% of respondents live in the immediate suburbs (Rose Bay, Vaucluse, Dover Heights) with only 4% of people not living in the LGA, highlighting the level of connection and proximity to the area people hold. With 90% of people living less than 1 kilometre from the project scope area, it is not surprising that connectivity to the shops is the most supported value people hold about the immediate area, with the vast majority of survey takers visiting shops, restaurants and food retailers at Rose Bay.

Those opposed (to either option, or both) raised concerns that the design does not adequately address existing traffic/parking issues and is likely to increase congestion and add pressure to vehicle movements along local streets. Respondents also highlighted potential reductions in safety for vehicles and pedestrians, reduced sightlines, proximity of outdoor dining to the roadway, and impacted traffic flow on Oceanview Ave and Old South Head Rd.

Given the significant level of support for either option put forth (or both), Council will proceed to develop the concept designs in collaboration with relevant authorities to finalise detailed design. The detailed design will incorporate key community feedback from the Have Your Say survey and email submissions, focusing on

streetscape upgrades, potential impacts to existing infrastructure, and critical considerations for traffic, transport, and accessibility.

It is recommended that the Have Your Say web page includes a project update when available on any decision made and/or next steps.

HAVE YOUR SAY ROSE BAY SHOPS (NORTH) STREETSCAPE UPGRADE OPTIONS



Image is for illustrative purposes only

We're looking at options to enhance the streetscape of the Rose Bay shops (north) along Old South Head Road to improve amenity and pedestrian accessibility.



Scan for details

Council is taking feedback on two options for improvements to the pedestrian crossing and pathways and have proposed treatments to prioritise safety, accessibility and aesthetic appeal.

Take our survey by 17 September to Have Your Say and tell us how you use the area and what you value most.

**For more information and to Have Your Say
scan the QR code or visit
haveyoursay.waverley.nsw.gov.au/rose-bay-shops-north-streetscape-upgrade**



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